

DISRUPT & ACCELERATE GROWTH

- A CHOCOLATE ICON &
A CULTURAL ICON UNITE
- THE BIGGEST MDLZ COLLAB YET

RECRUIT NEXT GEN SHOPPERS <35

- CHOCOLATE UNDERINDEX IN <35 YEAR-OLD*
- RELEVANCE VIA TRENDING POP CULTURE
- BE A PART OF SOCIAL CONVERSATION

UNLOCK OCCASIONS & INCREMENTALITY

- COLLABS: 40% INCREMENTALITY
VS CAT AVG. OF 30%**



Cadbury DAIRY MILK X

Lotus
Biscoff®

**SMOOTH & CREAMY
CADBURY DAIRY MILK
MILK CHOCOLATE &
CRUNCHY BISCOFF
CARAMELISED BISCUIT**



PRODUCT DETAILS				
DESCRIPTOR	SKU	EACH	INNER	CASE
CAD 15X170G BISCOFF CDM BLK 4CA	4323999	9300617310822	19300617310805	29300617310802